

MAJOR SPORTS EVENTS COMMITTEE

Proposed Work Plan for 2013

PURPOSE

This paper sets out a proposed work plan for the Major Sports Events Committee (MSEC) for 2013 for Members' comments.

BACKGROUND

2. At the MSEC meeting held on 8 March 2012, Members noted that the committee would address the following issues in 2012 –
 - (a) further improving funding support for “M” Mark events;
 - (b) fine-tuning the “M” Mark support package to enhance promotion and publicity for “M” Mark events;
 - (c) identifying more potential new “M” Mark events, including regional and world championships, and working with “national sports associations” (NSAs) to encourage them to bid to host such events;
 - (d) collaborating with Radio Television Hong Kong (RTHK) on the production of a sixth TV Series of Glamour of Sport (GOS) focusing on athletes' preparation for the London 2012 Olympic and Paralympic Games; and
 - (e) following up on the planning of the Multi-purpose Sports Complex (MPSC) at Kai Tak.

PROGRESS TO DATE

3. Progress on the implementation of these issues is as follows –

(a) Improving funding support for “M” Mark events

- In March 2012, Members endorsed proposals to improve the “M” Mark System and Support Packages (the System) by extending the period of funding support beyond eight years for an “M” Mark event, and raising the funding ceiling from the 7th year onwards from \$0.5 million to \$1 million.
- The Sports Commission has endorsed the injection of an additional \$28 million to the “M” Mark seed fund. This will be sufficient to meet the needs of the System up to the end of 2014.

(b) Fine-tuning the “M” Mark support package to enhance promotion and publicity for “M” Mark events

- We arranged 24 exhibitions at the Central Government Offices, event venues and shopping malls between 18 February and 31 March 2013. We also distributed 300 000 “M” Mark calendars and 1 000 posters to the public through the Sports Federation & Olympic Committee of Hong Kong, China, the Hong Kong Sports Institute, District Offices, LCSD sports venues and visitor centres of the Hong Kong Tourism Board.
- We have revamped the “M” Mark website to make it easier for people with disabilities to browse the website. We have also commissioned an “M” Mark “app” for smartphone users.
- We have broadcast Announcements in the Public Interest (API) during periods when “M” Mark events are being staged and on TV walls at major public venues.
- We are now updating the “M” Mark printed advertisement.

(c) Identifying potential new “M” Mark events

- In 2012, Members endorsed five new “M” Mark events : the Hong

Kong BMX Golden League; the 2012 HKFC Citibank International Soccer Sevens Tournament; the 8th Club Crew World Championships cum Hong Kong International Dragon Boat Races; the New World Harbour Race 2012 & 5th Asian Open Water Swimming Championships; and the Longines Hong Kong Masters.

- We have met the Hong Kong Tennis Association to discuss whether a new international tournament sanctioned by the Women's Tennis Association due to start in Hong Kong in 2014 could be a new "M" Mark event..

(d) Collaborating with RTHK on the production of the sixth TV series of GOS

- The 6th GOS TV series, "the Olympic Dream", was broadcast from 6 May to 24 June 2012 on TVB Jade and from 2 June to 21 July 2012 on ATV World Channel.
- An MSEC working group met RTHK on 25 September 2012 to discuss the 7th GOS TV series which will focus on grooming talented athletes in schools.

(e) Following Up on the Planning of the MPSC

- HAB has invited private firms and other stakeholders to submit a non-binding Expressions of Interest on the development of the MPSC at Kai Tak by the end of February 2013 and will submit a report on the exercise in April.

PROPOSED WORK PLAN FOR 2013

4. In 2013, we propose that in addition to continuing to pursue the initiatives described in paragraph 2 above, the MSEC should focus on –

- (a) further improving funding support for "M" Mark events, for example, by reviewing LCSD venue charges;
- (b) projecting further the profile of the "M" Mark, e.g., by hosting an awards luncheon to recognise "M" Mark event organisers

and sponsors;

- (c) identifying more potential new “M” Mark events and continuing to collaborate with various NSAs to attract international sports events and competitions to Hong Kong
- (d) collaborating with RTHK on the production of the 7th TV Series of GOS focusing on the grooming of talented athletes in schools;
- (e) encouraging the business sector to sponsor more people from less privileged backgrounds to attend major sports events; and
- (f) reviewing the report on the MPSC EOI exercise and continuing to monitor the implementation of this project.

ADVICE SOUGHT

5. Members are invited to comment on the proposed 2013 work plan outlined in paragraph 4 and to suggest further issues that the MSEC might address.

**Major Sports Events Committee Secretariat
March 2013**